

Kudzu Tip of the Week

As a business owner, you are no doubt extremely busy with the day-to-day operations of your company. But making a little time to read these email newsletters can prove to be worth your while. You may just gain some tips that your competitors are missing.



"Kudzu presells prospects so well we send all the leads we receive from any source to our profile."

Kudzu helps Air Plus Heating & Cooling keep hot leads coming

Kim Warner, co-owner of [Air Plus Heating & Cooling](#), knows what a difference Kudzu has made for her business when she walks into a prospect's home. There are no longer those awkward moments when prospects are a little wary of a service provider they don't know. That's because they already trust Air Plus because of the company's Kudzu profile.

"They view our video, see our photos and read our reviews, and they are actually looking forward to seeing us by the time we get to their homes," Kim explained.

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Competitive Intelligence: The Series - Part 3

Under-the-radar tips that could tip the scale in your favor

This week we'll share a few ideas on a little covert research you can do on your competitors to get some quick intelligence on how they are using their Kudzu features. It may seem of minor importance to go back over these sections of your profile, but this small task will have a huge impact on the leads you receive.

- [Categorizing Your Business](#). If your business is not listed in a category where people are looking, you may be out of luck when it comes to getting those promising leads. Check categories where your top competition is listed, and make sure you show up there as well. Look at your category from the consumer's standpoint to make sure your company comes up when they search for the services you offer.

- [Deals.](#) Take a look at the Kudzu Deals tab or at your competitors' deals to see what they are offering to help get customers in the door. If you see a company giving free estimates to new customers, offer a percentage off your standard pricing. If a bonus with purchase is offered, consider what would be most valuable to your customers and offer that - perhaps a gift card - along with your top services.
- [Marketing Description.](#) Read through the marketing descriptions written by your competitors and by businesses that offer services that are complementary to yours. Take note of the tone they use and the items they highlight about their businesses. For example, if a family-owned business emphasizes the personal and friendly service they offer, make sure you mention the wide range of services you provide by virtue of being a larger company. Just be sure to use your best attributes to your advantage.

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